

THE STRATEGY OF INCREASING THE QUALITY OF SERVICE BY USING THE METHOD OF QUALITY FUNCTION ' DEPLOYMENT (QFD) IN LOCAL HOSPITALS TYPE C IN EAST JAVA

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Abstract

Hospitals as one part of an institution health services hold a good health and has a strategic role in expedite public health improvement. Hence, hospitals are required to give prime services in accordance with quality standards established and can reach the whole society. Qfd methods used because this method able to identify the wants and needs of customers clearly and gave solutions to the existing problems and to design the proposed fixes hospital services according to consumers. And coordinated with servqual as a method structured approach to define kebutuhan-kebutuhan patients related to the quality of service. This research using a questionnaire as research instruments the preliminary results were using service 15 variable required by patients. The matrix house of quality (QFD) note that characteristic service hold training service (service excellent) , having value the relative importance (TKR) of 28,6 % that the hospital staff in response to patients quickly became a priority to strengthening service delivery .

Keywords: service function deployment of quality

INTRODUCTION

Regional general hospital. Providing health services to the general public, patients bips, jamkesmas and jamsostek need further health services and attitudes and behavior medical services and nonmedis must reflect satisfaction patients. Although in practice there are still complaints from patients health service users, among other hospitals local public type c have not been able to meet consumer advocacy well.

As for a customer complaint / patient class III to the public in the hospital room of heat , the administrative system of (a payment) a long , Not readiness nurse serve patients .The gap between service expected with the services perceived by the subscribers the district general hospital type c the gap between service expected and human services whose perceived by the subscribers the district general hospital then the researcher bother doing research to know -- factors of anything that is a very influential on the increase in the quality of the district general hospital .Because of that , of that affects the quality of service district general hospital is expected to be increased and the customer is satisfied with the services provided by the hospital was. Quality function deployment (qfd) is a process or mechanism structured to determine needs customers and translate needs - the need to in the need technical relevant, where each -- each area functional and the level of organization can be understand and act. The starting point (starting point) qfd is the customer and the wants and needs of from customers. In qfd it is called the sounds of customers (voice of the customer) . Qfd method used because this method able to identify the wants and needs of customers clearly and gave solutions to the existing problems. Qfd who described by hoq contributed to a company about an attribute that must be will be given priority , an attribute that must be be improved and that must be company did to meet the needs of customers .

METHODOLOGY

- 2.1 The kind of research the kind of research this is descriptive research by using the method survey to several hospitals with type c and has not yet become public service board (blu) but process to be blu.
- 2.2 .Objects research object of the research is health service providers hospitalized regional general hospital type c dsebagai a public service was ill and require in patient treatment
- 2.3. Teknik sampling the data collection a research requires a process of sampling data .There are two method of sampling technique commonly used in a research the probability: methods and methods nonprobability sample withdrawal uses the accidental sampling the samples taken to whom accidentally met with the but had the same characteristics .This technique used given that patients who come to the hospital uncertain known the subject is with the numbers . (mustafa , 2000)
- 2.4 .Research instruments research conducted use instruments a questionnaire that propagated to inpatients district general hospital type c .Kind of a questionnaire that is used is the questionnaire open and questionnaires tertutup.kuesioner are consisting of two parts those are the score attributes degrees interests and service satisfaction district general hospital type c As for attribute question that is to be it is said to respondents were based literature according to bustami and health standards hospital by the ministry of health of the republic of indonesia number: 129 / menkes / sk / II / 2008 attribute this question then analyzed that language used can be very easily understood by the consumer (



based on interviews with the local hospitals type c) and there were attribute improvement from the local hospitals type c finally , the attribute of being be missed to consumers is as follows

A. list of questions	A. list of questions
1. Doctor who experienced	9. Nurses respond well
2. Skilled Nurse	10. Employees so far friendly
3. completely non medical workers	11. friendly. The doctor visits timely
4. ease informed	12. A patient regularly
5. Service which are not looking at social	13. An instrument used clean and sterile
6. Procedures that devious	14. The condition of the hospitals that are not nasty
7. Doctor ability listen to complaints	15. Food quality
8. Nurse who friendly	

2.5 The procedure studies there are several phases to be done to produce characteristic service regional general hospital optimal type c with the aim of maximize customer satisfaction / patients stage is:

1. the preparation of against the questionnaire open
2. answer to respondents summarized appropriate questions - questions in the questionnaire open
3. variabel the questionnaire closed arranged based on mode of the answers in the questionnaire open
4. data then collected and tested and reliabilitasnya validity .
5. quality function deployment (qfd) formed by matrix house of quality (hoq) to interpret customers need into the technical language

Data company that has been obtained then processed and analyzed .The analysis was conducted on the identification against problem - problems that occur in services in local hospitals type c to then taken means solving the problem

RESULT AND DISCUSSION

3.1.1. atribut needs customers the first step in developing the quality of analysing qfd is to put customer is that is desire or need patients on the quality of hospital care .Based on a survey obtained attribute the quality of services sought by patients

Tabel-1. Customer Needs RSUD Bhakti Dharma Husada

No	Customer Needs	
1	Public services	Procedure not convoluted administration services
2		Employees always be friendly and courteous in serve patients
3		There is no difference service for patients although different class
4		Service employees having the consistency of working time based on regulation
5	Nurse sister	Nurse can always spoken to the heart of patients
6		Nurse look good , neat and clean
7		urses serving patients with friendly and full of patience
8	Doctor	A routine doctor in check (visite) patients at least 1 times / day
9		Doctors check patients with friendly and bear with patients
10		Doctor provides information noticeably about diseases and use of medicine
11		Doctor always timely in providing services to patients
12		Doctors is easy to contact and responsive to complaints patients
13	Janitor	Work is well seen room cleared
14		Work without unsettle patients
15	Receptionist	Receptionist visitors with say hello to serve , peace and smile
16		The front desk quickly and respond in receive complaints and receive visitors
17		The front desk provide information accurate and clear to visitors

No	Customer Needs	
	Administrative officer	Administrative officer work well
19		Employees administrasi serving in an affable manner and offensively
20		Procedures payment not berbelit-belit system
21	Officers laboratory	The officers the lab we are good in providing
22		Officers has been providing laboratories with better service and friendly

3.1.2 Perception and hope customers the difference between perceptions and expectations is gap or gap gap show the gap between the provision of services regional general hospital type c on a variable quality of services in the hope of desirable customers. If gap are positive means customers are satisfied, if customers in negative means feel less puas. analisis gap intended to know factor - factors that have to be prioritized having gap performansi negative height based on the results of gap obtained that services in the district general hospital type c is satisfy customers. The gap - the overall are positive. This means that overall service variable to fulfill the expectation customers

Tabel 2

No	Customer Needs		Tingkat Pelayanan	Tingkat Kepentingan	Improve-ment Ratio	Sales Point
1	Public Services	Procedure not convoluted administration services	4,81	5,00	0,96	1,5
2		Employees always be friendly and courteous in serve patients	4,82	4,74	1,02	1,2
3		There is no difference service for patients although different class	4,83	4,26	1,13	1,2
4		Service employees having the consistency of working time based on regulation	4,99	4,92	1,01	1,2
5	Nurse sister	Nurse can always spoken to the heart of patients	4,94	4,80	1,03	1,2
6		Nurse look good , neat and clean	4,84	4,64	1,04	1,2
7		urses serving patients with friendly and full of patience	4,94	4,78	1,03	1,5
8	Doctor	A routine doctor in check (visite) patients at least 1 times / day	4,87	3,28	1,48	1,2
9		Doctors check patients with friendly and bear with patients	5,00	5,00	1,00	1,5
10		Doctor provides information noticeably about diseases and use of medicine	4,91	4,36	1,13	1,5
11		Doctor always timely in providing services to patients	5,00	4,92	1,02	1,2
12			4,82	4,28	1,13	1,5
13	Janitor	Work is well seen room cleared	4,73	4,68	1,01	1,0
14		Work without unsettle patients	4,79	4,28	1,12	1,0
15	Receptionist	Receptionist visitors with say hello to serve , peace and smile	4,85	4,56	1,06	1,2
16		The front desk quickly and respond in receive complaints and receive visitors	4,91	4,90	1,00	1,2
17		The front desk provide information accurate and clear to visitors	5,00	4,94	1,01	1,2
18	Administrative officer	Administrative officer work well	4,95	4,56	1,09	1,2
19		Employees administrasi serving in an affable manner and offensively	5,00	4,90	1,02	1,5
20		Procedures payment not berbelit-belit system	5,00	4,94	1,01	1,5

No	Customer Needs		Tingkat Pelayanan	Tingkat Kepentingan	Improvement Ratio	Sales Point
21	Officers laboratory	The officers the lab we are good in providing	4,95	4,20	1,18	1,2
22		Officers has been providing laboratories with better service and friendly	4,97	3,84	1,29	1,2

1.0: no point the sale of (unfavorable)

1.2: point sales medium enterprises (quite beneficial)

1.5: point sales strong (very favorable)

3.1.3. Build quality function deployment (qfd) the core of qfd is a large matrix gophers what desire customers (what) and how a product will didesaian and produced to meet the needs of customers (wednesday, 2006) .fokus important of qfd is to involve customers to the process product development as early as possible, Which needs and wish to. The methodology qfd in the process of product design / services begins with the formation of planning matrix product / merit or called the house of quality of attributes consumer advocacy determined berdasarkan the recapitulation result of the questionnaire open obtained 22 attributes desire / needs technical pelangganpenentuan characteristic (engineering characteristic) done with conducted interviews with management of regional general hospital type c. But the house of quality regional general hospital type c can be seen.

		Memenuhi pelayanan tingkat pelayanan tinggi	Memenuhi pelayanan tinggi	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi pelayanan	Memenuhi 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3.1.4 Priority variable improvement priority variable improvement rank priority improvement determined based on the value of weight relatively is sorted of the value of highest to the lowest value. Weight highest relative will be a main priority for the management xyz general hospital. Value relative weight used as a basis for rank influenced by value absolute weight variable. While value absolute weight influenced by value the importance patients, value the ratio improvement, and scores sales point. This means, the value of weight relatively was also affected by the value of the importance patients, value the ratio improvement, and scores sales point value calculation cumulative rank 1 to rank 6 contributed to half (50 %) of a whole cumulative weight relatively. According to lou cohen in the quality function deployment. Variable in the 1 to 6 priority repair by the management hospital

Table-4. the order of priority the quality of service improvement rsud dharma of husada bhakti

No	Customer Needs		The scale of priority improvement
1	Public Services	Procedure not convoluted administration services	10
2		Employees always be friendly and courteous in serve patients	20
3		There is no difference service for patients although different class	11
4		Service employees having the consistency of working time based on regulation	16
5	Nurse sister	Nurse can always spoken to the heart of patients	14
6		Nurse look good , neat and clean	18
7		urses serving patients with friendly and full of patience	5
8	Doctor	A routine doctor in check (visite) patients at least 1 times / day	1
9		Doctors check patients with friendly and bear with patients	8
10		Doctor provides information noticeably about diseases and use of medicine	2
11		Doctor always timely in providing services to patients	15
12			3
13	Janitor	Work is well seen room cleared	22
14		Work without unsettle patients	21
15	Receptionist	Receptionist visitors with say hello to serve , peace and smile	13
16		The front desk quickly and respond in receive complaints and receive visitors	19
17		The front desk provide information accurate and clear to visitors	17
18	Administrative officer	Administrative officer work well	12
19		Employees administrasi serving in an affable manner and offensively	6
20		Procedures payment not berbelit-belit system	7
21	Officers laboratory	The officers the lab we are good in providing	9
22		Officers has been providing laboratories with better service and friendly	4

Priority technical response to be done rsud of husada bhakti dharma is as follows

Table 4.6 priorities in order technical response hospital bhakti dharma husada

Technical response	Normalized Contribution	The scale of priority
Training on the implementation of medical procedures	7,8%	3
Increase paramedics	5,8%	5
Add equipment	2,3%	12
Set back schedule medical workers	3,9%	7
provide additional a seat	4,4%	6
Cleaning floors every day	3,4%	9
fix apothecary internal hospital,	2,5%	10

hold training effective communication

26,5%

2

Based on analysis of the qfd (quality function ' deployment) can be taken in the conclusion that there are 22 variable attributes the needs of customers .Based on the calculation on gap obtained all variables services having no gaps is worth them were found .Variable of variable that were lacking needs to be fixed by the district general hospital type c , to improve the quality of pelayanan.variabel procedures that devious priority first repair the hospital because it has a weight that most besar.karakteristik obtained 13 services characteristic services used in assessing the quality of pelayananrumah district general hospital type c , where characteristic of training employees service excellence be first priority as a reference the improvement of the management of hospitals are responsiveness the hospital staff because it has the weighting of the extent of the interest highest relative

Similar research and further research, it is suggested that can consider the broader, not only from the management hospitals and patients, but also stakeholders other health, like family patients, the environment, the government, and related departments lainnya.penelitian is expected to could improve the quality of services to pe regional general hospital type c

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